

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of:  
Sureka et al.

Atty. Docket No.: JP920030202US1

Serial No.: 10/727,776

Group Art Unit: 3621

Filed: December 4, 2003

Examiner: Shin Min

For: METHOD AND SYSTEM FOR LEARNING CONSUMER BEHAVIOUR

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**AMENDMENT UNDER 37 C.F.R. §1.111**

Mail Stop Non-Fee Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This Amendment is in response to the Office Action mailed May 12, 2008, setting a three-month statutory period for response. Therefore, this Amendment is timely filed. Please amend the above-identified patent application as follows: